

# RJREYNOLDS

Tobacco Company

Dennis R. Bellinger  
Sr. Chain Accounts Manager

April 13, 1995

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<b>ROU:</b>	<b>1110</b>	<b>2210</b>	<b>5410</b>	<b>6710</b>
	<b>1210</b>	<b>2310</b>	<b>5610</b>	<b>6810</b>
	<b>1310</b>	<b>2410</b>	<b>5710</b>	<b>6910</b>
	<b>1510</b>	<b>2510</b>	<b>5810</b>	
	<b>1610</b>	<b>2910</b>	<b>6210</b>	
	<b>1710</b>	<b>5110</b>	<b>6310</b>	
	<b>2110</b>	<b>5310</b>	<b>6510</b>	

**Please Distribute to all Sales Personnel With K-Mart Stores**  
**Chain ID# 0002-00-00**

**SUBJECT: BEST VALUE PROMOTION**

As information, Don Williams, the Buyer for K-Mart, has approved a Best Value Promotion for all K-Mart Stores (including Super K's) beginning May 9, 1995. Details are as follows.

- The retail price on all Best Value product will be reduced \$2.00 per carton/20¢ per pack during the periods 5/9/95 through 6/8/95 and 6/13/95 through 7/13/95.
- No stickering of the product will be required as all markdowns will be handled via scanning equipment.
- Obviously, it will be of utmost importance that we insure consumer awareness of this promotional offer. Therefore, any Best Value signage in the stores (carton and package fixtures, PFD's) should indicate the \$2.00/20¢ savings. In addition, as in the past, K-Mart generated Point-Of-Sale will be produced and available at the stores. Please insure that this signage is placed on the fixtures as needed.

Your assistance in handling this matter is greatly appreciated. Please feel free to contact me with any questions.

Sincerely

*Dennis*

Dennis R. Bellinger  
DRB/sab

DM	TD	REP
1224		
1225	13, 14	
1226	4, 5, 6, 7, 8, 10,	12, 13, 16
1229	13	
1230	2, 3, 6, 9, 11,	12, 13, 14, 15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

51847 6113